

CONTRACT



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

<u>Contract / Revision</u> 480895 /		<u>Alt Order #</u> 06180424
<u>Product</u> NRCC IE 2012		
<u>Contract Dates</u> 10/12/12 - 10/18/12	<u>Estimate #</u> 2603	
<u>Advertiser</u> NRCC		<u>Original Date / Revision</u> 10/10/12 / 10/10/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 155	<u>Product Code</u> 426
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

National Media Research Planning & Placement
815 Slaters Lane
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 9	KVVU	10/12/12	10/12/12	MORE Access	6-7pm		:30			NM	1	\$235.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	----2--				2	\$235.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/08/12-10/14/12	MORE Access	6-7pm	-----F----	:30		\$235.00	NM		
			See MG 35.3,35.4,35.5									
N 33	KVVU	10/14/12	10/14/12	Sports Plus Su 1045p	1045p-11p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1				1	\$450.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/08/12-10/14/12	Sports Plus Su 1045p	1045p-11p	-----Su	:30		\$450.00	NM		
			See MG 35.3,35.4,35.5									
N 35	KVVU	10/14/12	10/14/12	Fox News Sunday 8-9a	8-9a		:30			NM	3	\$2,030.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----2				2	\$150.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/08/12-10/14/12	Fox News Sunday 8-9a	8-9a	-----Su	:30		\$150.00	NM		
			See MG 35.3,35.4,35.5									
	2	KVVU	10/08/12-10/14/12	Fox News Sunday 8-9a	8-9a	-----Su	:30		\$150.00	NM		
			See MG 35.3,35.4,35.5									
	3	KVVU	10/14/12-10/14/12	Fox News Sunday 8-9a	8-9a	-----Su	:30		\$850.00	NM		
	Ⓜ	MG for 57.2,33.1,57.1,74.1,35.1,9.1,35.2										
	4	KVVU	10/12/12-10/12/12	Fox 5 News at 6pm	M-F 6-630pm	-----F----	:30		\$590.00	NM		
	Ⓜ	MG for 57.2,33.1,57.1,74.1,35.1,9.1,35.2										
	5	KVVU	10/12/12-10/12/12	Fox 5 News at 6pm	M-F 6-630pm	-----F----	:30		\$590.00	NM		
	Ⓜ	MG for 57.2,33.1,57.1,74.1,35.1,9.1,35.2										
N 39	KVVU	10/18/12	10/18/12	The Dr.Oz Show	4-5p		:30			NM	13	\$13,055.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---2---				2	\$225.00			

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Contract / Revision	Alt Order #
480895 /	06180424

Contract Dates	Product	Estimate #
10/12/12 - 10/18/12	NRCC IE 2012	2603

Advertiser	Original Date / Revision
NRCC	10/10/12 / 10/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	KVVU	10/15/12-10/21/12		The Dr.Oz Show	4-5p	----Th-----	:30		\$225.00	NM		
		See MG 39.3,39.4,39.5,39.6,39.7,39.8,39.9,39.10,39.11,39.12,39.13,39.14,39.15										
2	KVVU	10/15/12-10/21/12		The Dr.Oz Show	4-5p	----Th-----	:30		\$225.00	NM		
		See MG 39.3,39.4,39.5,39.6,39.7,39.8,39.9,39.10,39.11,39.12,39.13,39.14,39.15										
3	KVVU	10/15/12-10/15/12		Dr Oz	3-4p	M-----	:30		\$350.00	NM		
Ⓜ		MG for 60.1,23.2,23.1,21.1,44.2,44.1,47.1,62.1,39.2,39.1,26.1,58.1,40.1,24.1,19.1,45.1,27.1,18.2,18.1,42.1										
4	KVVU	10/15/12-10/15/12		Dr Oz	3-4p	M-----	:30		\$350.00	NM		
Ⓜ		MG for 60.1,23.2,23.1,21.1,44.2,44.1,47.1,62.1,39.2,39.1,26.1,58.1,40.1,24.1,19.1,45.1,27.1,18.2,18.1,42.1										
5	KVVU	10/18/12-10/18/12		Dr Oz	3-4p	----Th-----	:30		\$350.00	NM		
Ⓜ		MG for 60.1,23.2,23.1,21.1,44.2,44.1,47.1,62.1,39.2,39.1,26.1,58.1,40.1,24.1,19.1,45.1,27.1,18.2,18.1,42.1										
6	KVVU	10/18/12-10/18/12		Dr Oz	3-4p	----Th-----	:30		\$350.00	NM		
Ⓜ		MG for 60.1,23.2,23.1,21.1,44.2,44.1,47.1,62.1,39.2,39.1,26.1,58.1,40.1,24.1,19.1,45.1,27.1,18.2,18.1,42.1										
7	KVVU	10/16/12-10/16/12		Extra	M-Sa 8-10p/Su 7-1-Tu-----		:30		\$825.00	NM		
Ⓜ		MG for 60.1,23.2,23.1,21.1,44.2,44.1,47.1,62.1,39.2,39.1,26.1,58.1,40.1,24.1,19.1,45.1,27.1,18.2,18.1,42.1										
8	KVVU	10/18/12-10/18/12		TMZ	M-Sa 8-10p/Su 7-1-----Th-----		:30		\$825.00	NM		
Ⓜ		See MG 39.17										
9	KVVU	10/16/12-10/16/12		TMZ	M-Sa 8-10p/Su 7-1-Tu-----		:30		\$825.00	NM		
Ⓜ		MG for 60.1,23.2,23.1,21.1,44.2,44.1,47.1,62.1,39.2,39.1,26.1,58.1,40.1,24.1,19.1,45.1,27.1,18.2,18.1,42.1										
10	KVVU	10/16/12-10/16/12		Raising Hope/Ben and Kate	Tue 8p-9p	-Tu-----	:30		\$3,550.00	NM		
Ⓜ		MG for 60.1,23.2,23.1,21.1,44.2,44.1,47.1,62.1,39.2,39.1,26.1,58.1,40.1,24.1,19.1,45.1,27.1,18.2,18.1,42.1										
11	KVVU	10/16/12-10/16/12		Special Early News	Special Early News-Tu-----		:30		\$900.00	NM		
Ⓜ		MG for 60.1,23.2,23.1,21.1,44.2,44.1,47.1,62.1,39.2,39.1,26.1,58.1,40.1,24.1,19.1,45.1,27.1,18.2,18.1,42.1										
12	KVVU	10/18/12-10/18/12		BB League Championships	1pm-8pm	----Th-----	:30		\$3,250.00	NM		
Ⓜ		MG for 60.1,23.2,23.1,21.1,44.2,44.1,47.1,62.1,39.2,39.1,26.1,58.1,40.1,24.1,19.1,45.1,27.1,18.2,18.1,42.1										
13	KVVU	10/18/12-10/18/12		Special Early News	Special Early News-TH-----		:30		\$550.00	NM		
Ⓜ		MG for 60.1,23.2,23.1,21.1,44.2,44.1,47.1,62.1,39.2,39.1,26.1,58.1,40.1,24.1,19.1,45.1,27.1,18.2,18.1,42.1										
14	KVVU	10/16/12-10/16/12		Fox 5 News @ 430am	M-Th, Sun 430-5ar-Tu-----		:30		\$105.00	NM		
Ⓜ		MG for 60.1,23.2,23.1,21.1,44.2,44.1,47.1,62.1,39.2,39.1,26.1,58.1,40.1,24.1,19.1,45.1,27.1,18.2,18.1,42.1										
15	KVVU	10/18/12-10/18/12		Extra	M-Sa 8-10p/Su 7-1-----Th-----		:30		\$825.00	NM		
Ⓜ		See MG 39.16										
16	KVVU	10/18/12-10/18/12		Extra	M-Sa 8-10p/Su 7-1-----Th-----		:30		\$825.00	NM		
Ⓜ		MG for 39.15 10/18										
17	KVVU	10/18/12-10/18/12		TMZ	M-Sa 8-10p/Su 7-1-----Th-----		:30		\$825.00	NM		
Ⓜ		MG for 39.8 10/18										
N 57	KVVU	10/16/12	10/16/12	MORE Access	6-7pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:	10/15/12	10/21/12	-2-----	2	\$235.00							
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/15/12-10/21/12	MORE Access	6-7pm	-Tu-----	:30		\$235.00	NM		
		See MG 35.3,35.4,35.5										
	2	KVVU	10/15/12-10/21/12	MORE Access	6-7pm	-Tu-----	:30		\$235.00	NM		
		See MG 35.3,35.4,35.5										
N 74	KVVU	10/17/12	10/17/12	TMZ	730-8p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week:	10/15/12	10/21/12	--1----	1	\$575.00							
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/15/12-10/21/12	TMZ	730-8p	---W-----	:30		\$575.00	NM		
		See MG 35.3,35.4,35.5										
Totals											120	\$85,315.00

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480895 /	06180424

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/12/12 - 10/18/12	NRCC IE 2012	2603

<u>Advertiser</u>	<u>Original Date / Revision</u>
NRCC	10/10/12 / 10/10/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/18/12	120	\$85,315.00	\$72,517.75
Totals	120	\$85,315.00	\$72,517.75

Signature: _____ **Date:** _____

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REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT11/12 13.50

REP: TO ROSE
FR NIKKI
OK'D M3 SEE LINE 89-90
TOTAL SAME
PLS CNF THANKS

STA: ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
CON CM

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = 155 AGENCY PRODUCT CODE = 426 AGENCY EST# = 2603												
9	S		600P-700P	30		\$235.00	10/12	10/12	1		FRI	1
PROGRAM : MORE ACCESS RA35-64 : 1.1 CON COM1 : MORE ACCESS												
89	A		800A-900A	30		\$850.00	10/14	10/14	1		SUN	1
PROGRAM : FOX NEWS RA35-64 : 1.1 ORD COM1 : SPOTS N/A. SEE MG. PRE-BOOKED PLS APPROVE. THIS IS A MAKE-GOOD FOR OCT12 ON LINE-9 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR OCT14 ON LINE-33 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR OCT14 ON LINE-35 FOR 2 SPOTS/WK THIS IS A MAKE-GOOD FOR OCT16 ON LINE-57 FOR 2 SPOTS/WK THIS IS A MAKE-GOOD FOR OCT17 ON LINE-74 FOR 1 SPOT/WK												

REP HEADLINE# 6180424 TRF# 480895
\$\$\$ MOD# 2 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT11/12 13.50
CHANGES ** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	---------	-----------	------	-----------

90	A		600P-630P	30		\$590.00	10/12	10/12	2		FRI	2
PROGRAM : NEWS												
RA35-64 : 1.1												
ORD COM1 : SPOTS N/A. SEE MG. PRE-BOOKED PLS APPROVE.												
PART OF A MAKEGOOD MADE UP OF LINES 89-90												

33	S		1045P-1100P	30		\$450.00	10/14	10/14	0		SUN	0
PROGRAM : FOX5 SPRT PLUS												
RA35-64 : 2.8												
CON COM1 : FOX5 SPRT PLUS												

35	S		800A-900A	30		\$150.00	10/14	10/14	0		SUN	0
PROGRAM : FOX NWS SUNDAY												
RA35-64 : 0.6												
CON COM1 : FOX NWS SUNDAY												

57	S		600P-700P	30		\$235.00	10/16	10/16	0		TUE	0
PROGRAM : MORE ACCESS												
RA35-64 : 1.1												
CON COM1 : MORE ACCESS												

74	S		730P-800P	30		\$575.00	10/17	10/17	0		WED	0
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PROGRAM : TMZ
RA35-64 : 2.1
CON COM1 : TMZ

STATION MAKEGOOD OFFERS:

M3	OK'D	BUY#9	MISSED:FRI/600P-700P	OCT12	30S	\$235.00	(OCT10/12)
		BUY#33	SUN/1045P-1100P	OCT14	30S	\$450.00	
		BUY#35	SUN/800A-900A	OCT14 (2/WK)	30S	\$150.00	
		BUY#57	TUE/600P-700P	OCT16 (2/WK)	30S	\$235.00	
		BUY#74	WED/730P-800P	OCT17	30S	\$575.00	

			OFFER:SUN/800A-900A	OCT14	30S	\$850.00	PLS ADVISE.
			& FRI/600P-630P	OCT12 (2/WK)	30S	\$590.00	
CMT:SPOTS N/A. SEE MG. PRE-BOOKED PLS APPROVE.							

OCT/12 85315.00 CONTRACT TOTAL 85315.00
TOTAL SPOTS 120

REP HEADLINE# 6180424 TRF# 480895
\$\$\$ MOD# 2 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT11/12 13.50
CHANGES ** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	:SPTS:

MARKET TOTALS \$387,795 KVVU 22% KSNV 37% KLAS 22% KTNV 15% KVMY 3% KVCW 1% CABL 0%
KTUD 0%

SVC- NSI
DEMOS- RA35-64*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE